

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| <i>In re</i> the Application of: | Atty. Docket No.: | 007412.01075 |
| John CARNEY, et al. | | |
| Serial No.: | Group Art Unit: | 2421 |
| Filed: | Examiner: | Parra, Omar S. |
| For: | Confirmation No.: | 7727 |
| System and Method for Automatically Generating a Composite Video-On-Demand Content | | |

STATEMENT OF SUBSTANCE OF THE INTERVIEW

U.S. Patent and Trademark Office
Customer Service Window
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

This paper constitutes Applicants' Statement of the Substance of the Interview under MPEP § 713.04 with respect to the personal interview conducted on February 26, 2010.

Applicants' representatives, Examiner Omar Parra, and Supervisory Patent Examiner John Miller discussed the rejections of the pending claims with respect to the cited documents, as well as the claim amendments presented in the Amendment filed on February 24, 2010. In particular, Applicants' representatives discussed the "category," "parameter," and "metadata search attribute" recited in various claims, including independent claims 1, 22, and 31. Applicants' representatives also discussed the feature of "wherein one or more additional VOD clips are included as component VOD clips of the composite VOD clip, the one or more additional VOD clips including an advertising VOD clip selected from a plurality of advertising VOD clips based on the selected VOD clip categories," as recited in independent claim 1. In addition, Applicants' representatives discussed the feature of "wherein a second video clip included in the plurality of video clips includes an advertisement selected from a plurality of advertisements based on the at least one video clip category included in the first selection and the at least one video clip metadata search

attribute included in the third selection," as recited in independent claim 31. No agreement was reached.

Respectfully submitted,
BANNER & WITCOFF, LTD.

Dated: March 31, 2010

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